
Healthy North Dakota & Worksite Wellness

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- ❑ HND: a framework supporting ND in efforts to make healthy choices everywhere they are.
- ❑ Identifying strategies to build a Healthy North Dakota.
- ❑ More than 316,000 (63%) of ND over 16 years old are in the workforce
- ❑ There are nearly 24,000 businesses in ND.



Health Care Costs

- ❑ Costs associated with tobacco use and obesity in ND exceed \$550 million annually.
- ❑ 76% of North Dakota adults under 65 years have employer based group health insurance.
- ❑ Nationwide studies show health care premiums for families in employer sponsored plans soaring 13.9% in 2003, the 3rd year of double-digit growth, and the biggest increase since 1990. Small business saw > 16.6% increase.

Why Worksite Wellness?

- Many healthcare costs are attributed to the following 11 modifiable risk factors:
 - Stress
 - Smoking
 - Sedentary Lifestyle
 - Obesity
 - Nutrition
 - Depression
 - High Blood Pressure
 - High cholesterol
 - Alcohol use
 - High Blood glucose levels
- Healthier employees yield bottom-line results for all organizations.
- Worksites provide a captive audience for health promotion.



What can worksite health promotion programs do?

- ❑ Studies repeatedly demonstrate that comprehensive worksite wellness programs can:
 - Lower health care and insurance costs
 - Decrease absenteeism/Improve morale
 - Improve performance and productivity
 - Improve ability to attract and retain key personnel
 - Attain greater employee allegiance
 - Improve public image of the company



Successful wellness programs

- ❑ Bank of America program for retirees showed a \$164 decrease/person/yr. (control group increased \$15).
- ❑ Pacific Bell's FitWorks participants claim \$300 less/yr for a 1 year savings of \$700,000.
- ❑ Coca Cola saved \$500/per employee with an exercise program alone.
- ❑ Prudential Insurance Company reported medical costs dropped from \$574 to \$312 for participants in their wellness program.

The Bottom Line:

A sample of worksite health promotion program results (ROI)

Bank of America	\$5.96/\$1
PacBell	\$3.10/\$1
Wisconsin School District Ins. Group	\$4.47/\$1
Prudential Insurance	\$2.90/\$1
General Mills	\$3.50/\$1

Characteristics of successful, cost-effective Health Promotion Programs

- ☐ All employees covered
- ☐ High participation
- ☐ High employee satisfaction
- ☐ One program name/program identity



Characteristics, continued

- ☐ Flexible and adaptable
- ☐ Effective quality assurance
- ☐ Current and credible information
- ☐ Ongoing research and development
- ☐ Quantifiable objectives

The North Dakota Story

- ❑ 2002 survey of ND Businesses reveal 80% believe in benefits of worksite wellness programs, but need assistance & direction.
- ❑ ND Dept. of Health (Healthy North Dakota) is working with several N.D. Businesses right now.
- ❑ Nearly 40 skilled consultants are available across the state to assist businesses in implementation of worksite health promotion programs.

Services Offered by the Healthy North Dakota Worksite Wellness Resource Center

- ☐ Assistance with worksite wellness committee
- ☐ Manager Health Promotion Needs & Interest Survey
- ☐ Employee Health Promotion Needs & Interest Survey
- ☐ Health Risk Assessment for employees with aggregate reports for wellness committee
- ☐ Assistance (as requested) from trained consultant in implementation of interventions

Contact Information

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